FIRE DOG WEBSITE PRIVACY STATMENT

This FIRE DOG Website Privacy Statement applies to the websites owned and operated by FIRE DOG including without limitation www.firedogssc.com, www.simplysmarterconnectivity.com, and www.firedogit.com.

We refer to “FIRE DOG” as FIRE DOG SSC LLC and its affiliates, suppliers, subcontractors and/or distribution partners (collectively “FIRE DOG”). FIRE DOG or its affiliates, suppliers, subcontractors and/or distribution partners may contract with one or more independent contractors (also referred to herein as "third-party service providers") to provide some or all of the Service as “FIRE DOG”, “we”, “us”, or “our”. You acknowledge and consent to the provision of some or all of the Service by one or more independent contractors engaged by FIRE DOG or its affiliates for such purposes. In this Agreement, references to "we", "our Service Technicians", the "Service", and services provided by "us" or "FIRE DOG", refer both to FIRE DOG and to such independent contractors and their technicians and the services provided by them under such engagements by FIRE DOG or its affiliates, suppliers, subcontractors and/or distribution partners.

We refer to you as the “Customer”, “you” or “your.”

These websites are owned and provided by FIRE DOG. We provide this statement to identify for you the privacy practices that we adhere to with respect to this website only, including an explanation of: (1) the categories of personally identifiable information about you that may be collected and the choices available to you regarding collection, use, and distribution of the information; (2) how the information is used and the categories of persons or entities with whom the information may be shared; (3) how you can opt in or out of FIRE DOG promotional e-mail; (4) the kind of security procedures that are in place to protect the loss, misuse or alteration of information; (5) how you can review and request changes to the information; (6) how we notify visitors and users of this website of changes to this privacy statement; and (7) the privacy policies that apply to subscribers to FIRE DOG products and services.

We also have a separate Website Visitor Agreement that applies to your use of this website, which can be found at www.firedogssc.com/legal.

Questions regarding FIRE DOG’s website privacy statement should be directed in writing to: FIRE DOG, Attn: FIRED001 Website Privacy Policy, 12655 Edison Drive, Alpharetta, Georgia, 30022.

You acknowledge that by accessing or using our site, you agree to be bound by all of the terms of this Privacy Statement and our Website Visitor Agreement. If you do not agree to these terms, please do not access or use this site.

We reserve the right to change this Privacy Statement at any time. Such changes, modifications, additions, or deletions shall become effective immediately upon posting. You acknowledge and agree that it is your responsibility to review this site and this Privacy Statement periodically, and to be aware of any modifications. Your continued use of the site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Statement; and (b) agreement to abide and be bound by the Privacy Statement as modified.

The categories of information about you that may be collected and used by us.

The information collected by FIRE DOG generally falls into two categories: (1) information voluntarily supplied by visitors to and users of the website; and (2) tracking information recorded as visitors and users navigate through the website. Some of this information is personally identifiable information (such as the information that you voluntarily provide to us about yourself), but much of it is not. Personally identifiable information is information that identifies a particular person. Non-personally identifiable information is information that does not by itself identify a particular person. As described more fully below, this information is compiled and analyzed by us on both an individual and an aggregated basis. This information may include things such as the Web site's Uniform Resource Locator ("URL") that you just came from, which URL you go to next, demographic information, what browser you are using, and/or your Internet Protocol ("IP") address. A URL is the global address of documents and other resources on the World Wide Web. An IP address is an identifier (or number) for a computer or device on a network, such as the World Wide Web, that is automatically assigned to your computer whenever you are surfing the Web, allowing Web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet.

General Online Tracking Policy

FIRE DOG WEBSITE PRIVACY STATMENT

As fully described in this policy: (i) FIRE DOG and some of the third party service providers that FIRE DOG uses to deliver services, content and advertising may collect information on this website. This information may include personally identifiable information or may be used to contact you online; and (ii) FIRE DOG and our service providers may also use cookies or similar technologies to deliver relevant advertising to you when you visit other websites, including advertising based on the products and services you viewed on this website.

FIRE DOG does not yet respond to "Do Not Track" signals sent from browsers. Still, as explained below in this policy, you may opt out of receiving cookies from the companies that provide services on this website and you may also opt out of receiving promotional emails from FIRE DOG.

Information Provided by You

You may voluntarily provide personal information about yourself to FIRE DOG (as part of a registration process or otherwise) when you visit certain areas of this website, such as your name, address, telephone number, email address, financial account information and other information that may personally identify you. We might also request other information about you (as part of a registration process or otherwise), including things like your interests in television viewing, sports, personal finance, and the like. The information you supply will help us to offer you more personalized features, complete the particular function of the website you are using, and tailor our website to your interests to make it more useful to you. Our systems will remember some of this information the next time you log in and use our website, but you can always review and change your information by following the instructions below under "How you can review and request changes to the information you provide to us" in this statement.

Although this type of information is not generally required by FIRE DOG for you to use this website, FIRE DOG may be unable to provide you with some products and services that we make available to other visitors to our website without the information. And you will not be able to order selected products or services over the FIRE DOG website unless you provide certain personally identifying information about yourself. When you submit any personally identifiable information over this website, we will use the information for the purposes described at the time you submit it (for example, your name, address, telephone number, and e-mail address provided while ordering one of our products or services will be used in connection with the processing and fulfillment of your order) and we may use the information to contact you to make you aware of other products and services of interest. Of course, if you want to remain completely anonymous, you're still free to take advantage of the publicly available content on our website without registration or submission of any personally identifiable information.

Information Automatically Collected by our System

As a general policy, FIRE DOG does not automatically collect "personal" information from visitors to this website. However, certain non- personal information of visitors is recorded by the standard operation of the FIRE DOG Service. FIRE DOG uses so-called "cookies," among other things, which are small files stored on a computer's hard drive, to simplify and improve a user's Web experience, and to help us tailor our website to your needs, to deliver a better, more personalized service, and to remember certain choices you've made so you don't have to re-enter them. The cookie does not personally identify you. Our website may, for example, store information in a cookie about your computer configuration (such as the type of browser being used by the visitor, the type of operating system in use by the visitor and the domain name of the visitor's Internet service provider) so that it can more efficiently provide information to you the next time you visit the site. FIRE DOG also uses cookies, among other things, to remember your geo location/market, username and password (so that the website's server will automatically recognize you the next time you access the site), if you choose to store them, from the home page of the website at www.firedogssc.com, as well as to remember some of your personalization preferences and website features. By having this type of information, Web pages optimized for a particular visitor's computer are automatically made available to that visitor. We may also use aggregate and/or non-personally identifiable information to determine the number of visitors to this website and to determine which products and services are the most popular with our website visitors. In addition, as described more fully below, we or our advertising partners may use cookies, web beacons, geo-targeting or similar technologies to provide you with advertisements and promotions from FIRE DOG across various other websites based on your web browsing behavior and to similarly allow other entities, in which you may be interested, to provide you with their advertisements and promotions across various other websites.

Most Web browsers allow you to delete cookies and can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. Additionally, if you have a Flash player installed on your computer, your Flash player can be set to reject or delete Flash cookies (technically known as Flash "local shared objects"). However, refusing a cookie may, in some cases, preclude you from using, or negatively impact the display or function of, the website or certain areas or features of the website.

Again, if you set your browser not to accept cookies or you delete them, you may not be able to take advantage of the personalized features enjoyed by other visitors to and users of our website.

FIRE DOG WEBSITE PRIVACY STATMENT

How the information is used and the categories of persons or entities with whom the information may be shared, including advertisements that may be presented to you on this and other websites.

FIRE DOG will generally use any personally identifiable information that you provide to us when you visit this site only for the purposes described at the time it is collected and otherwise to contact you to make you aware of other products and services that you may find of interest. We consider the personally identifiable information contained in our business records to be confidential. We may sometimes disclose personally identifiable information about you to our affiliates or to others who work for or with us. We may also disclose personally identifiable information about you to service providers and vendors, and to others who provide products and services to us. We may be required by law or legal process to disclose certain personally identifiable information about you to lawyers and parties in connection with litigation and to law enforcement personnel. For example, we may be required by law to disclose personally identifiable information about you without your consent and without notice in order to comply with a valid legal process such as a subpoena, court order, or search warrant.

In addition to the uses of information collected by us described above in "The categories of information about you that may be collected and used by us", we, or our advertising providers, may automatically deliver ads for third-party products as well as promotions and offers for our own products and services, to all users of this website, whether the users are registered or not, based on non-personal information collected by our system, including: (i) the IP address associated with your computer for purposes of determining your approximate geographic location; (ii) the type of web page that is being displayed, such as a page about FIRE DOG; or (iii) the content on the page that is shown. This activity automatically applies to all users and cannot be customized or controlled by individual users.

We may also use one or more advertising network providers and/or other audience segmenting technology providers to help present advertisements or other content on this website and other websites that display FIRE DOG advertisements. These providers, such as Google and Boingo, use cookies, web beacons, or other technologies on your computer or mobile or other device to serve you advertisements or content tailored to interests you have shown by browsing on this and other websites you have visited. It also helps determine whether you have seen a particular advertisement or content before in order to avoid sending you duplicates. In doing so, these providers collect non-personally identifiable information such as your browser type, your operating system, web pages visited, time of visits, content viewed, ads viewed, and other click stream data. Certain Services we provide such as Wi-Fi or Internet may present advertisements or other content to be viewed as part of the logon process.

When you visit this website, these providers may use cookies or web beacons to note which product and service descriptions your browser visited. When you are presented with FIRE DOG advertisements on other websites, we or these providers may use that information to select advertisements related to your interests. For example, a third party vendor such as Google or Boingo may display a FIRE DOG advertisement to you when you visit another website not affiliated with FIRE DOG. This is intended to provide you with an additional opportunity to look at FIRE DOG offerings that may be of interest to you. The use of cookies, web beacons, or similar technologies by these providers is subject to their own privacy policies, not FIRE DOG's privacy policy for this website. If you do not want the benefits of the cookies used by these providers, you may opt-out of them by visiting http://www.networkadvertising.org/consumer/opt_out.asp or by visiting their opt-out pages. The advertising network providers and/or audience segmenting technology providers that may collect information about your use of this website, and links to their opt-out pages, are available using this hyperlink:

https://tools.google.com/dlpage/gaoptout/.

Sometimes FIRE DOG offers different versions of and subscription plans for our products and services in different areas of the country. When you visit this website, we may use the IP address associated with your computer to try to determine your general geographic area so that we can show you about the general offers for products and services that are available in your region. When you are interested in a specific product or service, we may also invite you to enter an address to determine exactly which offer, product or service is available to you. If you are already a FIRE DOG customer and you log in to your account, we will use the address associated with your account to select available offers.

Email Contact from FIRE DOG; how you can opt out of FIRE DOG promotional e-mail.

FIRE DOG WEBSITE PRIVACY STATMENT

If you are a FIRE DOG subscriber, we may send you informational or transactional emails about your FIRE DOG account and our services. These messages will contain information and notices about your services, such as changes in the pricing, terms, operating policies or features regarding one or more of the Wi-Fi or other services you receive from us. These messages are separate and distinct from promotional emails from FIRE DOG, which you may unsubscribe from.

By providing us with an email address (which may include that of a wireless or mobile device), you give us express consent to email you for purposes that include marketing our services to you and, if you are a FIRE DOG subscriber, providing you with transactional or informational messages about your account and services (for example, we may email you about a new product or promotion, or if there will be a change or interruption in your services, or if we have a question about or want to provide you with information concerning your services, equipment, account, billing statement or a past due invoice). You further understand and agree that: (i) certain emails (such as to a wireless device) may result in data or airtime charges from your carrier, which are your responsibility; and (ii) you will notify us immediately if your contact email address changes.

If you do not wish to receive promotional emails from FIRE DOG or would like to change your email subscriptions or preferences, please contact us in writing to: FIRE DOG, Attn: FIRED001 Website Privacy Policy, 12655 Edison Drive, Alpharetta, Georgia, 30022.

Telephone Contact from FIRE DOG.

By providing us with a telephone number (which may be your home telephone, your cell phone, or another number that you provide to us), you give us express consent to call you for purposes that include marketing our services to you and, if you are a FIRE DOG subscriber, providing you with transactional or informational messages about your FIRE DOG account and services (for example, we may call you about a new product or promotion, or if there will be a change or interruption in your services, or if we have a question about or want to provide you with information concerning your services, equipment, account, billing statement or a past due invoice), and these calls may include autodialed calls, pre-recorded and/or artificial voice messages. You further understand and agree that: (i) certain calls to a cell phone or wireless device may result in data or airtime charges from your carrier, which are your responsibility; (ii) you will notify us immediately if your contact telephone number changes; and (iii) being included in any state or federal "do not call" registry will not be sufficient to remove you from FIRE DOG's phone marketing list. If you do not wish to receive promotional calls from FIRE DOG or would like to change your call subscriptions or preferences, please contact us in writing to: FIRE DOG, Attn: FIRED001 Website Privacy Policy, 12655 Edison Drive, Alpharetta, Georgia, 30022. You are not required to consent to telemarketing calls in order to subscribe to FIRE DOG services.

The kind of security procedures that are in place to protect the loss, misuse or alteration of information.

All information gathered on our website is stored within a database that is designed to be accessible only by FIRE DOG and its specifically authorized contractors and vendors. Although FIRE DOG implements security measures to protect from disclosure or interception any such personally identifiable information that you may voluntarily supply to us, we cannot guarantee in all instances the complete security of such information. As a consequence, if you wish to completely ensure the privacy of your personally identifiable information, please do not provide it to us.

How you can review and request changes to the information you provide to us.

You may review and change information that you provide to us through this website by returning to the pages where you entered it, and reviewing or changing the information directly. You may also request changes to some information, such as billing and account information, by calling the FIRE DOG toll-free number provided in your Service documentation.

The privacy policies that apply to subscribers to FIRE DOG products and services.

This privacy statement discloses the privacy practices for FIRE DOG websites only.

FIRE DOG WEBSITE PRIVACY STATMENT

FIRE DOG Subscriber Access to Online Content

If you are a subscriber to FIRE DOG's Wi-Fi, Cable, Internet or phone services, you may have access to certain services or features through this website. For example, as part of certain levels of service, FIRE DOG allows access to online programming (the "Online Content") to authorized customers and members of the customer's immediate household. The availability of such Online Content varies depending upon your service location and the level of service to which you subscribe, and is subject to change. By accessing the Online Content, you consent, agree and understand that: (i) your access to Online Content is subject to the FIRE DOG terms of service and privacy policy (the "Terms"), which are subject to change, as well as additional terms and conditions imposed by the Online Content provider; (ii) airtime or data charges may apply and are your responsibility, so please check with your carrier; (iii) you are responsible for keeping your password and other credentials confidential, as password sharing with persons outside your household is prohibited; (iv) as fully described in our Terms, FIRE DOG may use its system and equipment to collect, use and store information regarding your use of the service, and may disclose anonymous usage information to Online Content providers and others; and (v) FIRE DOG may also provide information about you to Online Content providers or their vendors so that they can: (a) verify that you are an authorized FIRE DOG subscriber who has authority to access the Online Content, and (b) identify certain characteristics about you, such as your service location. For example, we may provide to content providers information such as your FIRE DOG subscription status, globally unique identifier, zip code and other identification information. The content providers may use and store the information for purposes of authenticating your access rights and providing Online Content to you, including, for example, professional sports programming that is subject to league blackout rules based on a viewer's zip code. The content providers may also share anonymous information regarding you that FIRE DOG provides to them for various other commercial purposes such as selling advertising and generating ratings information for the programming. In addition, to access the Online Content, you may be re-directed to a third party website that is not controlled by or affiliated with FIRE DOG, and is subject to its own terms and conditions and policies. FIRE DOG has no responsibility for the Online Content, the third party website, or the use, storage or disclosure of information that you provide to a third party. FIRE DOG is not responsible for webcasting or any other form of transmission received from any third party or linked site nor is FIRE DOG responsible if the third party or linked site is not working appropriately. FIRE DOG's provision of links or other access to a third party site does not imply endorsement by FIRE DOG of the site or its contents, or affiliation with its operators. You are responsible for viewing and abiding by the privacy statements and terms of use posted at the third party sites.

Special note about children.

FIRE DOG is especially concerned with children who access and use FIRE DOG websites. FIRE DOG does not knowingly collect personally identifiable information from children under the age of thirteen. If FIRE DOG (or any other website operator) collects personal information from children under the age of thirteen, we must first obtain parental consent. Children should always get permission from their parents before sending any information about himself or herself over the Internet. FIRE DOG strongly encourages parents to supervise their children's online activities and consider using parental control tools available from online services and software manufacturers that help control access to certain content on the Internet. These tools can also help prevent children from disclosing online personal information without parental permission.

Links to other websites

This website may contain links to or from other websites whose privacy policies and practices we do not control. You should carefully review the privacy policies and practices of each such site in order to determine how each site may use any personal information you provide.

How we notify visitors and users of this website of changes to this privacy statement.

We may change this privacy statement from time to time, so please check this statement periodically when you visit this website. If we change this privacy statement at some point in the future, we will post the changes on our website. By continuing to use the website after we post any changes, you accept and agree to the most recent version of the FIRE DOG privacy statement.

FIRE DOG WEBSITE PRIVACY STATMENT

SMS/Text Messaging from FIRE DOG.

FIRE DOG sends SMS text messages for internal operational and IT alerting purposes, including network monitoring alerts, system status updates, task reminders, and replies to messages initiated by the recipient. Recipients are limited to FIRE DOG's own personnel, who opt in by providing their mobile telephone number directly to FIRE DOG's IT department and consenting to receive such messages as part of their job function. Mobile telephone numbers and SMS opt-in consent are collected solely for these purposes and will not be shared with, sold to, or transferred to any third parties or affiliates for marketing or any other purposes. Text messaging originator opt-in data and consent will not be shared with any third parties. Message frequency varies based on operational activity. Message and data rates may apply. Recipients may opt out of receiving text messages at any time by replying STOP to any message, and may reply HELP for assistance. Recipients may also opt out or direct questions regarding SMS messaging in writing to: FIRE DOG, Attn: FIRED001 Website Privacy Policy, 12655 Edison Drive, Alpharetta, Georgia, 30022.

(Revised as of: August 21, 2026)